



FINE MINDS 4 FINE WINES

FROM HOME \ JULY 8-10TH 2020

*Because we need those conversations more than ever
Because we need to combine experiences and promote solutions
Because incredible things happen when we get together
Because it's time to lead the way*



For the last three years, FM4FW has been exploring the major shifts around us. “Disruption” has become a common word, describing the rapid changes in the world and in the Fine Wine Ecosystem, due to pressures from regulations, technology, climate change, or generational shifts.

And then came Covid-19, and the very nature of disruption changed.

Now more than ever, global challenges need to be addressed collectively and we need to harness the power of fine minds coming together.

Incredible things happen when we come together – whether it’s online or off.

That’s why we’re launching FM4FW from Home.

**“The most influential group
within the fine wine world”**

Will Harlan, Promontory

**“Forget Davos, because
wine now has a high-level
gathering of its own.”**

*Felicity Carter,
Wine Business International*

FM4FW FROM HOME

By Invitation only -

15+ countries represented

5 tracks

14 International roundtables

7 keynote talks

1 global Open Session

*3 days of Insights – From
Thoughts to Action*



**“FM4FW delved into just about every
important wine issue”**

Elin McCoy, Bloomberg

**“We come back every year with new
ideas and new ways to look at our
winery, FM4FW is an incredible
source of inspiration”**

Bruno Le Breton, BLB Vignobles



FM4FW

FROM
HOME

Uncertainty and change didn't start with Covid-19. For several years now, both society as a whole and the Fine Wine ecosystem have been engaged in deep transformations – including to the rules of international trade.

But the current situation is increasing the pace of that change, speeding up pivoting strategies, reinforcing burgeoning trends, straining imbalances. In order to adapt and thrive today and tomorrow, the Fine Wine ecosystem needs to reflect on each of its building blocks, from production to distribution, from agricultural processes, philosophical and cultural abstracts to business and marketing practices.

5 tracks – 14 roundtables – 5 Keynote talks – 1 Global Open Session

Join the conversation



Track 1: Changing Societies

A deeper look into the new paradigms appearing through Western societies, shaping a new social framework for Fine Wine

Roundtable: The future of education and skills – Teaching Fine Wine in an online, global, diverse world.

What does the current crisis mean for Fine Wine education? A conversation on the changing mindset, goals and tools needed to lead Fine Wine education.

In Conversation: Building a future-proof healthcare system for a world post Covid With Professor David Heymann, London School of Hygiene & Tropical Medicine

Health and risk management will certainly dictate the next few months of our life, and surely longer, with an impact on global business and the Fine Wine trade. How is the world of health planning ahead?

In Conversation: Transmission – Thriving through generational shifts – With Bill & Will Harlan, proprietors, Harlan Estate & Promontory

Bill & Will Harlan open their photo albums to discuss their evolving relationship through Harlan Estate's and Promontory's milestones. As Will prepares to take over from his dad, they will share with us the next steps of their 200-year plan.

Track 2: Natural and Human Resources

A global case study sharing best practices for accelerating the implementation of environmental and social objectives.

Roundtable: Sustainability 2.0 – Implementing the next phases of environmental and social practices.

Sustainability version 1.0 has been instrumental in helping the Fine Wine world take stock of their environmental and social impact. As the world adapts to a New Normal, our window to act meaningfully on climate change is closing quickly. Discussions on the next steps.

In Conversation: Acting now, Thinking long term – Managing sustainability through the crisis, with Philippe Schaus, CEO, Moët Hennessy

Moët Hennessy has been one of the big players spearheading immediate actions through the Covid 19, adapting some of its production facilities to respond to the crisis. Philippe Schaus discusses how these measures were undertaken and how they fit into the company's larger sustainability plan.





Track 3: Access to Market

A review of key factors dramatically changing the global trade environment, and their impact on Fine Wine's capacity to access established and developing markets.

Roundtable: Gate Keepers & Middlemen – Creating Value throughout the Supply Chain

The constriction of distribution channels has meant a large shift towards DTC. Though wineries are likely to maintain a larger share of DTC compared to a pre-Covid world, it is unlikely that most wineries will be able to rely only on this channel. More than ever, it is vital to re-think the value of every link of the supply chain.

Roundtable: Cutting through the Online Noise – How to Promote Quality

In a matter of weeks, Fine Wine lost valuable routes to market and was forced to moved online. The increase in digital wine content is tremendous. How to cut through the noise in this new paradigm? Are provenance, appellation or certification still relevant to promoting quality in this new framework?

In Conversation: The Silent Hand of the Market: Regulation, Trade and Tariffs, Dr Robin Niblett and Ambassador Anthony Gardner

Addressing the major changes in international trade, geopolitics and local regulations.



Track 5: The Fine Wine Consumer

A long-term research studying Fine Wine consumers and addressing the latest changes in behaviour

Roundtable: Experience & Fine Wine – Creating the Unforgettable

Looking at the future of entertainment, leisure, experience and oenotourism in a post-Covid world

In Conversation: The Future of Hospitality – With Marc Almert, ASI Best Sommelier of the World 2019, Head Sommelier, Baur au Lac, Switzerland

Marc Almert opens the doors of the 5-star Swiss Hotel Baur au Lac. He shares his vision of the role of the Sommelier and how he wishes to contribute to a whole new world of hospitality.

Roundtable: The Future of Fine Wine Packaging

A what-if exercise to explore what packaging could look like for Fine Wine in the near future

In Conversation: Writing for the New York Times – With Eric Asimov, Wine Critic, The New York Times.

Eric Asimov takes us into his personal journey at the New York Times. Going down memory lane, he shares some key recollections and explore how this iconic newspaper and its global culture has influenced the way he writes and perceives wine.

Track 4: Digital Economy and Transformative Technology

Exploring the complex relationship between Fine wine and technology and its place within the digital economy.

Roundtable: Comparative Study: leading Luxury Brands through the Digital Economy.

What it means to go digital for leading brands in Fine Wine, fashion, jewelry, and hospitality.



THEY TELL OUR STORY

Jancis Robinson
JancisRobinson.com

THE WORLD OF
FINE
WINE

Decanter

LE FIGARO

Forbes

Bloomberg

MEININGER'S
WINE BUSINESS
INTERNATIONAL

WITH GRATITUDE FOR THE PARTNERS WHO SUPPORT US THROUGH THESE DISRUPTED TIMES

The Moët Hennessy logo is displayed on a solid black rectangular background. The text "Moët Hennessy" is written in a white, elegant serif font, centered horizontally.

Moët Hennessy

The Ste Michelle Wine Estates logo features the brand name "Ste Michelle" in a large, flowing, gold-colored script font. A small gold leaf icon is positioned above the letter "i" in "Michelle". Below the script, the words "WINE ESTATES" are written in a smaller, gold, all-caps sans-serif font.

Ste Michelle
WINE ESTATES

5FORESTS
we help wineries grow

The Chêne Bleu logo features a stylized illustration of a blue oak tree with acorns. Below the tree, the words "CHÊNE BLEU" are written in a blue, serif, all-caps font.

CHÊNE BLEU

The Mestrezat Grands Crus logo consists of a gold-colored crest featuring a stylized 'X' or cross shape. Below the crest, the word "MESTREZAT" is written in a large, bold, serif font, followed by "GRANDS CRUS" in a smaller, serif font, and "- 1815 -" at the bottom.

MESTREZAT
GRANDS CRUS
- 1815 -

The Sonoma County Winegrowers logo is a green rectangular stamp-style design. The words "SONOMA COUNTY" are written in a bold, sans-serif font inside the top half of the rectangle, and "WINEGROWERS" is written in a similar font along the bottom edge.

SONOMA
COUNTY
WINEGROWERS

The Nonni Strategic Marketing logo features the word "NONNI" in a large, blue, serif font. Below it, a thin horizontal line separates the name from the words "STRATEGIC MARKETING", which are written in a smaller, blue, all-caps sans-serif font.

NONNI
STRATEGIC
MARKETING



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